



TEWKSBURY YOUTH SOCCER LEAGUE

Social Media Policy

Tewksbury Youth Soccer League (TYSL) recognizes that social media applications, such as, but not limited to, Facebook, Twitter, and Instagram, give the league greater opportunity to relay information to its members and promote TYSL. The purpose of the Social Media Policy is to outline proper usage of social media applications as it relates to TYSL and its membership. The Tewksbury Youth Soccer League Social Media Committee and TYSL board will closely supervise and monitor applications to assure proper usage.

The social media committee should consist of a minimum of two board members who are familiar with social media or willing to learn how to use the applications.

Social Media Administrator Responsibilities may include:

- posting information with standard content
- posting schedules
- posting meeting dates
- posting upcoming events
- posting game highlights
- posting player development tips and videos
- posting board approved informative fliers
- posting tournament information
- posting fundraising information
- posting images and information as distributed from directors related to soccer business.

Electronic communication:

- should be restricted to league matters
- must not offend, intimidate, humiliate or bully another person
- must not be misleading, false or injure the reputation of another person



- should respect and maintain the privacy of members
- must not bring the league into disrepute.

The Social Media Committee will monitor the applications and respond to member questions/ concerns as soon as possible. If an administrator does not know the answer to the question, he/ she should provide the member the appropriate email address and board member to bring their question/concern to.

TYSL members will be informed that images of players may appear in social media.

TYSL expects our members to conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites connected to the league.